



# ASSOCIATION FOR CONSUMER RESEARCH

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## **Product Placed Versus Product Interacted: Does It Matter?**

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An increasing part of marketing budgets goes into brand placements. Yet, the question as to whether they are actually effective has not always been answered in the same way. We suggest that one factor increasing visual placement effectiveness is protagonist-brand-interaction. Three versions of the same movie varied type of brand placement (protagonist-interaction, no-interaction, no placement). Protagonist-interaction increased memory, product attitudes, and purchase intent. Female consumers were also willing to pay more for products that were handled by a protagonist. Non-interacted brand placement had no influence on attitudes and intentions.

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### **Postmodern Paradoxes in Thai Consumer Identity**

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#### **Abstract**

This paper draws on subjective introspections of a Thai national to explore some of the paradoxes of consumer identity for Thais in a Western context. Postmodern consumer culture theory posits identity as a fragmented concept de-coupled from fixed reference points such as class, gender and geography and constructed partly through consumption. Viewed from within a Buddhist system of values, notions of identity and consumption raise profound contradictions. The paper seeks to open up new perspectives on identity and consumer culture with an Asian standpoint within a globalised context.

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#### **Abstract**

An increasing part of marketing budgets goes into brand placements. Yet, the question as to whether they are actually effective has not always been answered in the same way. We suggest that one factor increasing visual placement effectiveness is protagonist-brand-interaction. Three versions of the same movie varied type of brand placement (protagonist-interaction, no-interaction, no placement). Protagonist-interaction increased memory, product attitudes, and purchase intent. Female consumers were also willing to pay more for products that were handled by a protagonist. Non-interacted brand placement had no influence on attitudes and intentions.

### **The Effect of Systems of Thought on Brand Scandal Spillover: Holistic versus Analytic Cognition Moderating Scandal Spillover and Denial Effects**

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#### **EXTENDED ABSTRACT**

Recent high-profile product recalls (Tang 2008) and more stringent product-safety legislation (Birch 1994; Patterson 1993) have led to increased consumers' exposure to negative brand publicity. Product-harm crises or brand scandals lead to significantly decreased preferences and purchases for the scandalized brands and their family (Sullivan 1990) as well as their competing brands (Roehm and Tybout 2006). Recent research has demonstrated that consumers engaged in different systems of thought are more or less susceptible to negative brand publicity (Monga and John 2008).

Extending prior work, our research examines how different contents of negative publicity and systems of thought jointly affect consumer reactions to brand scandals and the spillover correction effects of denials. We argue that whether the contents of negative brand publicity are intrinsic or extrinsic to the product itself determines the degree to which individuals process the negative information as a focal point versus a context and that this relative difference subsequently affects the type of judgment bias they make. Holistic